

## Claims

1. Floor carpet installing system with a carpet which forms the usable surface with its pile side (1) and an anchoring means (7) which can be attached to the floor surface (25) and which has projecting interlocking elements (11), which interlock with the reverse side (5) of the carpet facing away from the pile side (1) by engagement, characterized in that the reverse side (5) of the carpet facing the anchoring means is formed by a non-looped material and that the anchoring means has a non-looped material (21) which is cemented to the floor surface (25) and a microfastener element (7) which on both sides has interlocking elements in the form of stalks (11) with end-side thickened areas (13) which on the one hand interlock with the non-looped reverse side (5) of the carpet and on the other hand with the non-looped material (21) on the floor surface (25).
2. The carpet installation system as claimed in claim 1, wherein the interlocking elements (11, 13) on the two sides of the adhesive fastener element (7) have different shapes and/or dimensions and/or mutual distances.
3. The carpet installation system as claimed in claim 1 or 2, wherein the thickened areas of the stalks (11) of the interlocking elements have the shape of mushroom heads or plate-shaped heads (13).
4. The carpet installation system as claimed in claim 3, wherein the heads (13) which form the thickened areas are provided on their top side with concave depressions (15).
5. The carpet installation system as claimed in claim 4, wherein the depressions (15) of the heads (13) on at least one side of the adhesive fastener element (7) are provided with an adhesive (17) which effects an additional bond to the reverse side (5) of the carpet and/or the material (21) on the floor surface (25).

6. The carpet installation system as claimed in claim 5, wherein there is an acrylate-based adhesive (17).
7. The carpet installation system as claimed in one of claims 1 to 6, wherein felts or nonwovens are provided as the non-looped textile material (5, 21).
8. The carpet installation system as claimed in one of claims 1 to 6, wherein loose leno or smooth knit fabrics are provided as non-looped textile material (5, 21).
9. The carpet installation system as claimed in one of claims 1 to 6, wherein the non-woven textiles such as stitch-bonded materials, needled felt, or tufting are provided as non-looped textile material (5, 21).
10. The carpet installation system as claimed in one of claims 7 to 9, wherein at least the non-looped material (21) provided on the floor surface (25) has properties of damping the noise of walking.